

ER 9-8628

19 November 1957

Mr. Henry Loomis
Director, Office of Research
and Intelligence
United States Information Agency
Washington, D. C.

Dear Mr. Loomis:

Mr. Amory has asked me to send to you our views concerning the surveys of foreign public opinion conducted by USIA.

For many years the intelligence community has been concerned with the problem of determining trends in foreign public opinion relating to matters of concern to U.S. policy. Until 1954 the intelligence community was forced to rely on subjective reporting for this information, supplemented occasionally by surveys of varying sponsorship and reliability. Since 1954, however, the Office of Research and Intelligence (IRI), USIA has been furnishing to the community the results of surveys sponsored by them and, on occasion, IRI has undertaken specific surveys at the request of [redacted] interested Government agencies.

In surveying foreign public opinion, IRI always uses indigenous assets. If none exist, IRI creates them.

[redacted]
[redacted] the surveys are always under the direction of the Ambassador and the Public Affairs Officer.

We consider the repetitive trend information gained through the USIA surveys to be of great value to CIA. If more of this sort of systematic information gathered could be done, we would be better off in our knowledge of the situation in important areas of the world.

Sincerely yours,

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W. A. Tidwell
Assistant to DD/I (Planning)